



KNXV

ORDER

Print Date 08/02/12 Page 1 of 4

KNXV-TV
PHOENIX

Flight Dates 10/30/12-11/06/12

<u>Contract / Revision</u>	300066	/	Democratic Congressional Campai	<u>Alt Order #</u>			
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
	06/08/12	07/19/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	DCCC		1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Billing Cycle</u>	EOM/EOC		
				<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Great American Media			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	POL	PARTY
1010 Wisconsin Avenue NW - Suite Washington, DC 20007			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL		
			<u>Agency Ref</u> 2	<u>Priority</u>	P-3		
				<u>Advertiser Ref</u>			

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	91	\$60,711.25	\$71,425.00	0.00	10/29/12	11/06/12	91	\$60,711.25	\$71,425.00
Totals	91	\$60,711.25	\$71,425.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	91	\$60,711.25	\$71,425.00	0.00	10/29/12	11/06/12	91	\$60,711.25	\$71,425.00
Totals	91	\$60,711.25	\$71,425.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																Amount	
N 1	KNXV	10/30/12	11/02/12	M-F 5-6am M-F 5-6am		CM	5am-6am		-TWTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$125.00	<u>Rating</u> 0.00									
N 2	KNXV	10/30/12	11/02/12	M-F 6-7am M-F 6-7am		CM	6am-7am		-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$400.00	<u>Rating</u> 0.00									
N 3	KNXV	10/30/12	11/05/12			CM	7am-9am		MTWTF--	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00



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Contract / Revision **300066** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 07/19/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1192**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
				M-F 7-9am													
				M-F 7-9am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-TWTF--		6	\$400.00			0.00							
		Week: 11/05/12	11/11/12	M-----		2	\$400.00			0.00							
N 4	KNXV	11/06/12	11/06/12	M-F 7-9am	CM	7am-9am			-T-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				M-F 7-9am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----		1	\$400.00			0.00							
N 5	KNXV	10/30/12	11/05/12	M-F 430-5am	CM	430-5am			MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
				M-F 430am News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-TWTF--		4	\$50.00			0.00							
		Week: 11/05/12	11/11/12	M-----		1	\$50.00			0.00							
N 6	KNXV	11/06/12	11/06/12	M-F 430-5am	CM	430-5am			-T-----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				M-F 430am News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----		1	\$50.00			0.00							
N 7	KNXV	11/03/12	11/03/12	Sa 6-7am GMA	CM	6am-7am			-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				Sa 6-7am Good Morning ,													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1	\$200.00			0.00							
N 8	KNXV	11/04/12	11/04/12	Su 6-7am GMA	CM	6am-7am			-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				Su 6-7am Good Morning ,													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		2	\$200.00			0.00							
N 9	KNXV	11/04/12	11/04/12	Su 8-9am	CM	8-9am			-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
				ABC This Week													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		1	\$1,000.00			0.00							
N 10	KNXV	10/30/12	11/05/12	M-F 10am-11am	CM	10am-11am			MTWTF--	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
				The View													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-TWTF--		4	\$400.00			0.00							
		Week: 11/05/12	11/11/12	M-----		1	\$400.00			0.00							
N 11	KNXV	11/06/12	11/06/12	M-F 10am-11am	CM	10am-11am			-T-----	:30	1	\$400.00	P-6	0.00	NM	1	\$400.00
				The View													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----		1	\$400.00			0.00							
N 12	KNXV	10/30/12	11/05/12	M-F 11am-12pm	CM	11am-12pm			MTWTF--	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
				Right This Minute													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-TWTF--		4	\$200.00			0.00							
		Week: 11/05/12	11/11/12	M-----		1	\$200.00			0.00							
N 13	KNXV	10/30/12	11/02/12	M-F 12pm-1pm	CM	12pm-1pm			-TWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				The Chew													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-TWTF--		1	\$350.00			0.00							
N 14	KNXV	10/30/12	11/05/12	M-F 430pm-5pm	CM	430pm-5pm			MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
				The List													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-TWTF--		4	\$400.00			0.00							



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Contract / Revision **300066** Flight Dates **10/30/12-11/06/12**Hiatus Dates

Original Date / Revision 06/08/12/ 07/19/12

Order Sep 00:05:00

Advertiser **DCCC**Product **Democratic Congressional** Estimate # **1192**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N14	KNXV	10/30/12	11/05/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$400.00			0.00						
N15	KNXV	10/30/12	11/05/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$500.00			0.00						
		Week: 11/05/12	11/11/12	M-----		1	\$500.00			0.00						
N16	KNXV	11/06/12	11/06/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-T-----		1	\$500.00			0.00						
N17	KNXV	10/30/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$600.00			0.00						
		Week: 11/05/12	11/11/12	M-----		1	\$600.00			0.00						
N18	KNXV	10/30/12	11/05/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$1,000.00			0.00						
		Week: 11/05/12	11/11/12	M-----		1	\$1,000.00			0.00						
N19	KNXV	10/30/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$700.00			0.00						
		Week: 11/05/12	11/11/12	M-----		1	\$700.00			0.00						
N20	KNXV	11/03/12	11/03/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S-		1	\$500.00			0.00						
N21	KNXV	11/04/12	11/04/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1	\$500.00			0.00						
N22	KNXV	11/04/12	11/04/12	Su 530pm News Su 530pm-6pm	CM	530pm-6pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1	\$1,000.00			0.00						
N23	KNXV	10/30/12	11/05/12	M-F 630pm-7pm Lets Ask America	CM	630pm-7pm	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	5	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-TWTF--		4	\$800.00			0.00						
		Week: 11/05/12	11/11/12	M-----		1	\$800.00			0.00						
N24	KNXV	11/04/12	11/04/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----S		1	\$3,000.00			0.00						
N25	KNXV	11/05/12	11/05/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				



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PHOENIXContract / Revision **300066** Flight Dates **10/30/12-11/06/12**

Print Date: 08/02/12

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Original Date / Revision 06/08/12/ 07/19/12

Hiatus Dates

Order Sep 00:05:00

Advertiser **DCCC**Product **Democratic Congressional** Estimate # **1192**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N25	KNXV	11/05/12	11/05/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$5,500.00			0.00					
N26	KNXV	10/30/12	10/30/12	Tuesday Prime A Dancing With Stars	CM	7pm-8pm	-T-----	:30	1	\$8,500.00	FX	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1	\$8,500.00			0.00					
N27	KNXV	11/01/12	11/01/12	Thursday Prime C Private Practice	CM	9pm-10pm	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$4,000.00			0.00					
N28	KNXV	11/04/12	11/04/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2	\$4,000.00			0.00					
N29	KNXV	11/04/12	11/04/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$350.00			0.00					
N30	KNXV	10/30/12	11/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4	\$1,000.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$1,000.00			0.00					
N31	KNXV	10/30/12	11/05/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4	\$450.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$450.00			0.00					
N32	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,000.00			0.00					
N33	KNXV	10/30/12	11/02/12	M-F 1102pm-1206am Kimmel	CM	1102pm-1206am	-TWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2	\$250.00			0.00					

*Tax 1 Note: Tax 0.5%.

Totals

91 \$71,425.00